OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 1 OF 17

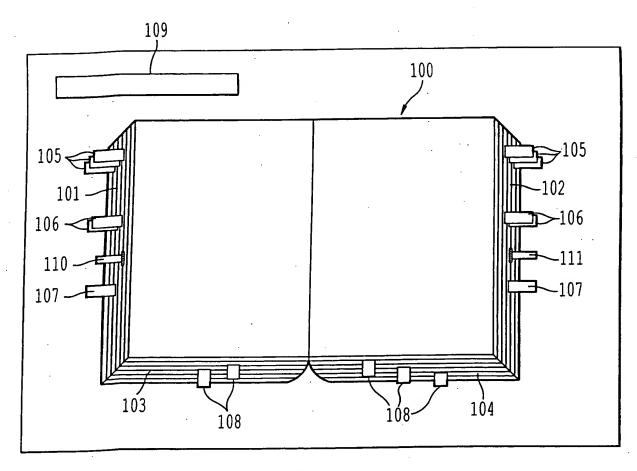


FIG. 1A

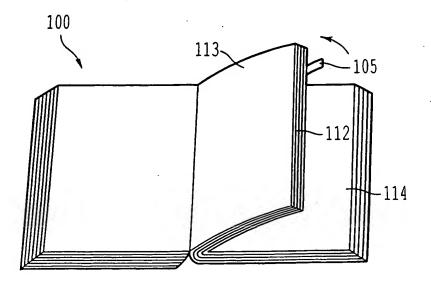


FIG. 1B

OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>2</u> OF <u>17</u>

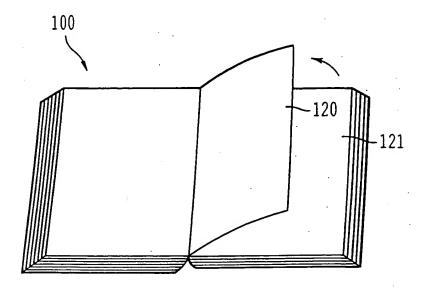


FIG. 1C

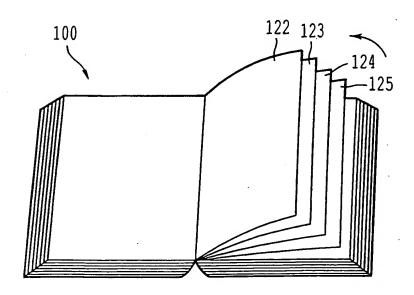


FIG. 1D

OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>3</u> OF <u>17</u>

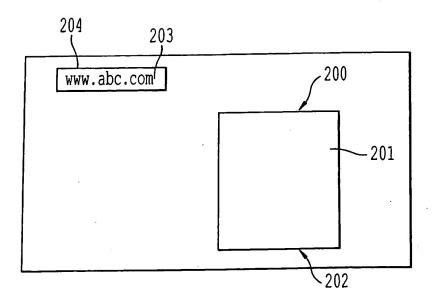
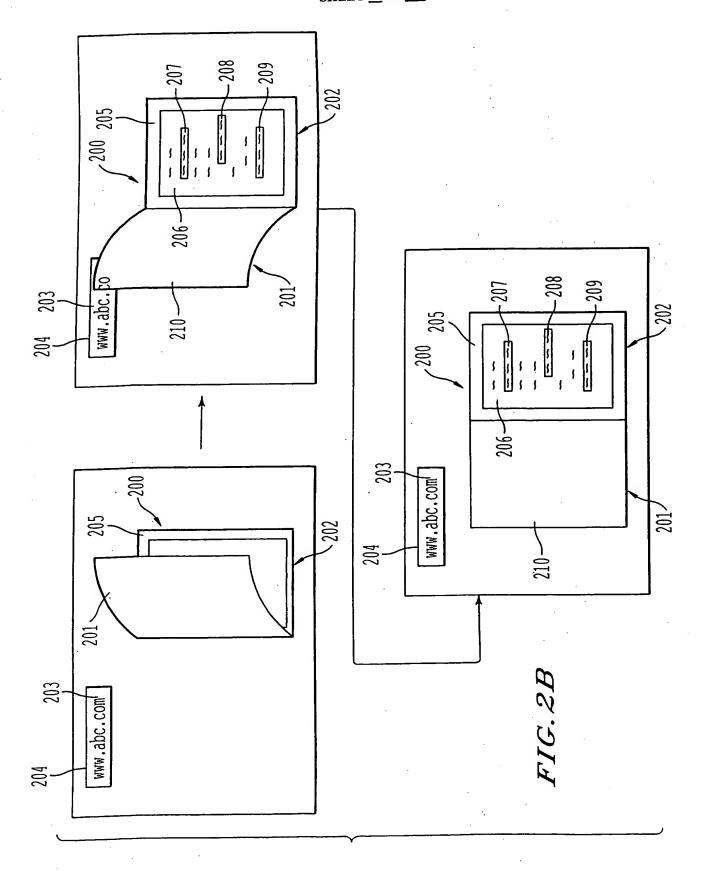
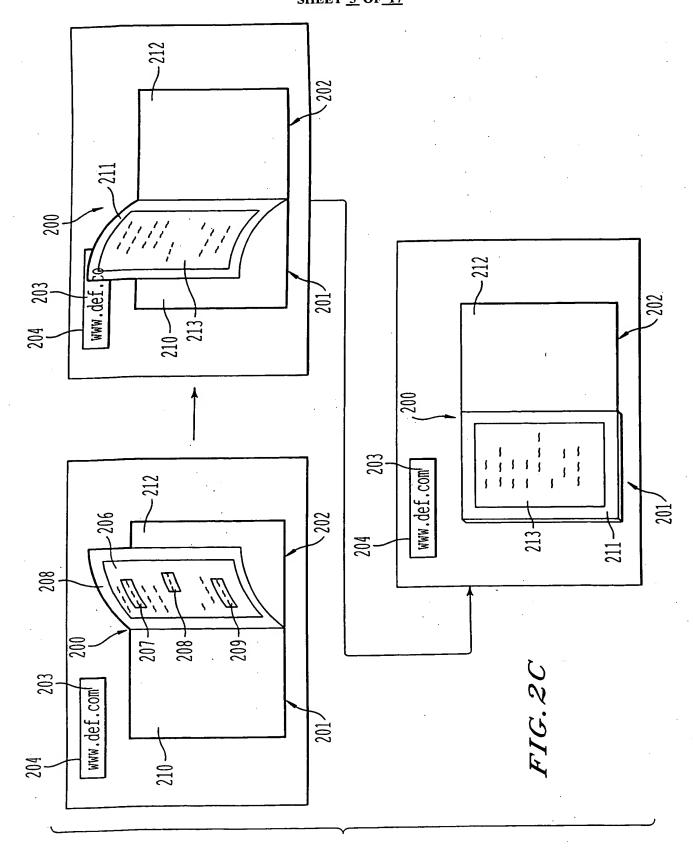


FIG. 2A

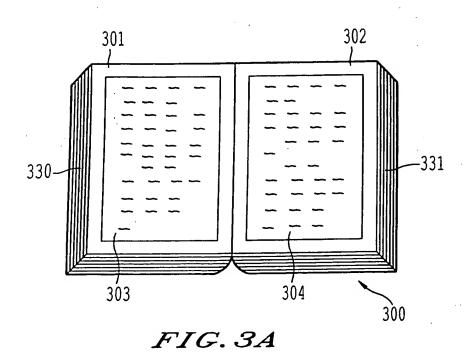
OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 4 OF 17

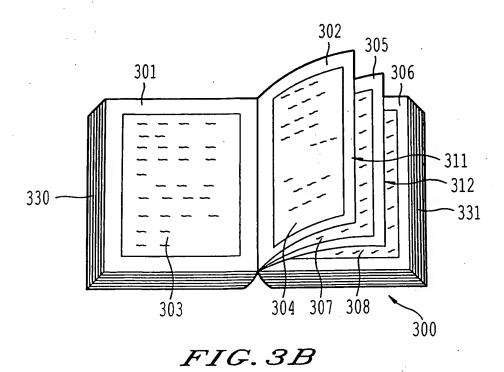


OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>5</u> OF <u>17</u>

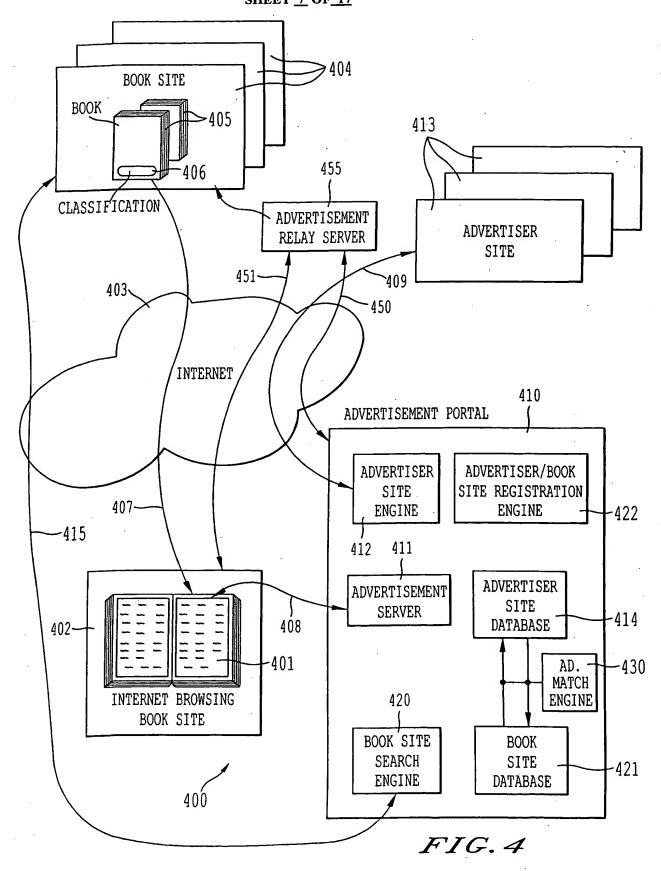


OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>6</u> OF <u>17</u>





OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>7</u> OF <u>17</u>



OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>8</u> OF <u>17</u>

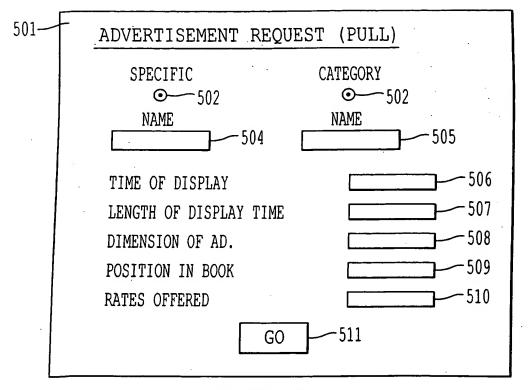


FIG. 5A

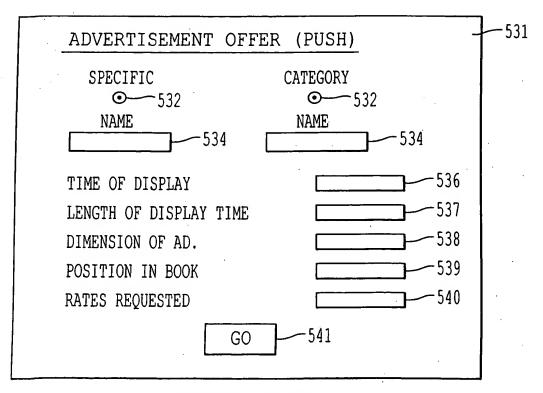


FIG. 5B

OBLON, SPIVAK, ET AL **DOCKET #: 248331US8CONT** INV: Chern Hway SEET, et al. SHEET 9 OF 17

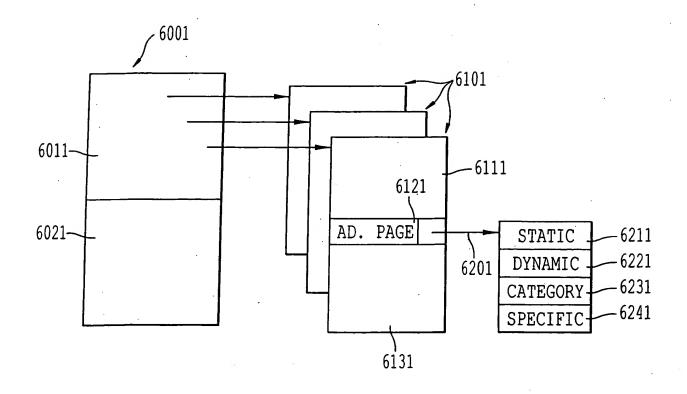


FIG. 6

OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 10 OF 17

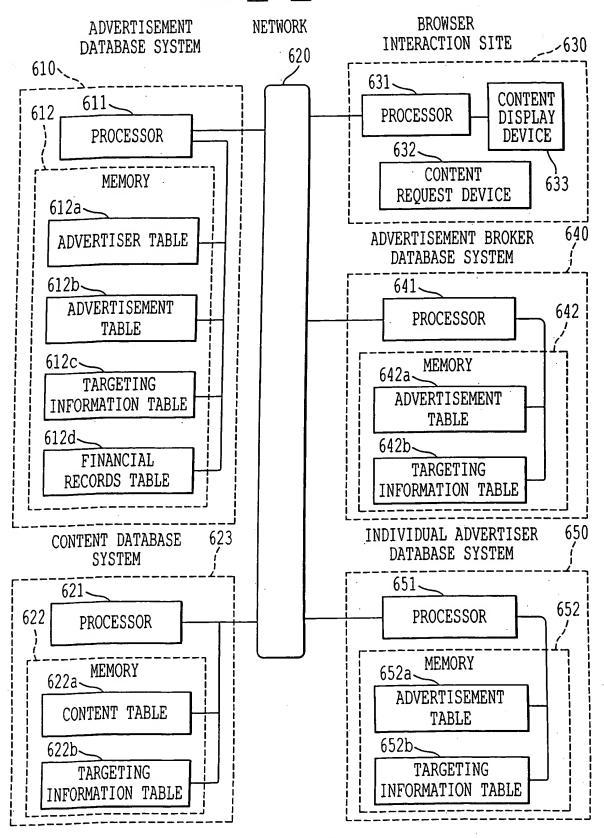


FIG. 7

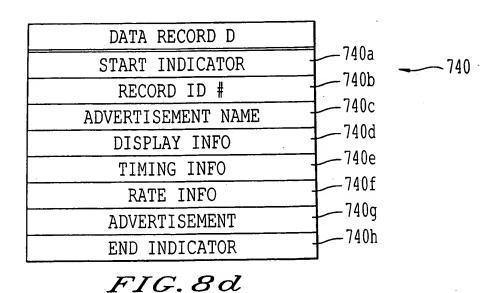
OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 11 OF 17

DATA RECORD A		
START INDICATOR	710a	
RECORD ID #	710b	
ADVERTISEMENT NAME	710c	710
DEMOGRAPHIC FACTOR 1	710d	
DEMOGRAPHIC FACTOR 2	710e	
DEMOGRAPHIC FACTOR N	710f	
END INDICATOR	710g	
FIG.8a		

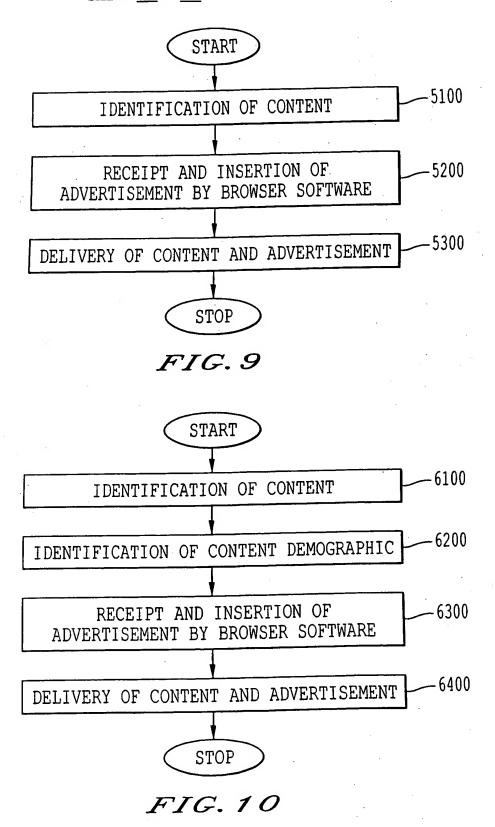
DATA RECORD B]	
START INDICATOR	720a	720
RECORD ID #	720b	
CONTENT NAME	720c	
DEMOGRAPHIC INFO 1	720d	
DEMOGRAPHIC INFO 2	720e	
DEMOGRAPHIC INFO 3	720f	
DEMOGRAPHIC INFO N	720g	
END INDICATOR	720h .	
FIG.86		

OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 12 OF 17

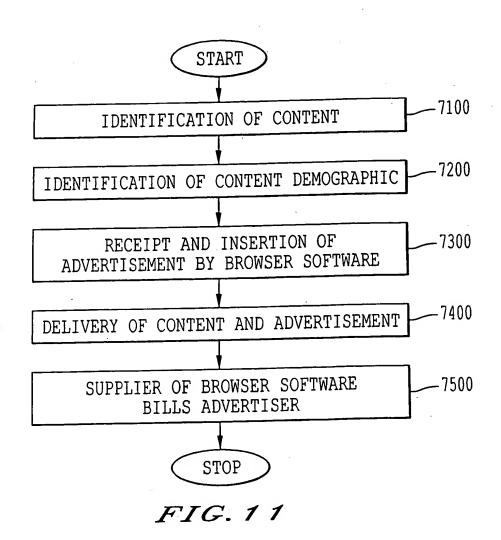
÷		•
DATA RECORD C	7.20	
START INDICATOR	—730a	730
RECORD ID #	—730b	
ADVERTISER NAME	—730c	
ADVERTISEMENT #1 INFO	—730d .	
ADVERTISEMENT #2 INFO	—730e	
ADVERTISEMENT #3 INFO	730f	
ADVERTISEMENT #N INFO	—730g	
BILLING INFO	—730h —730i	
END INDICATOR	/ 1301	
FIG.8c		



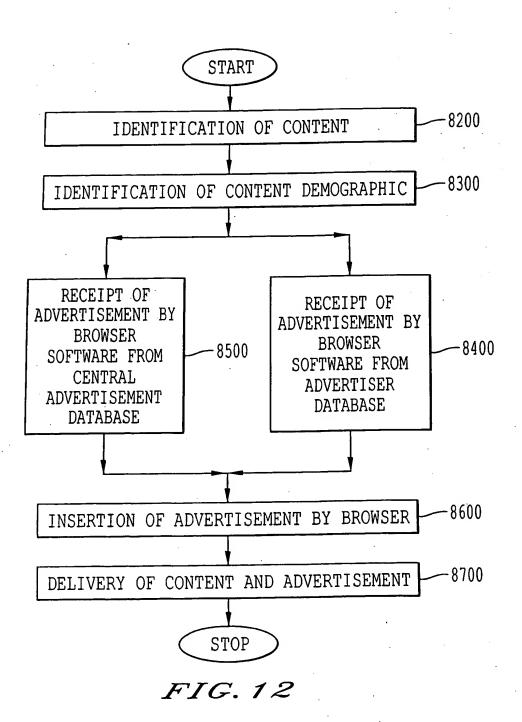
OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 13 OF 17



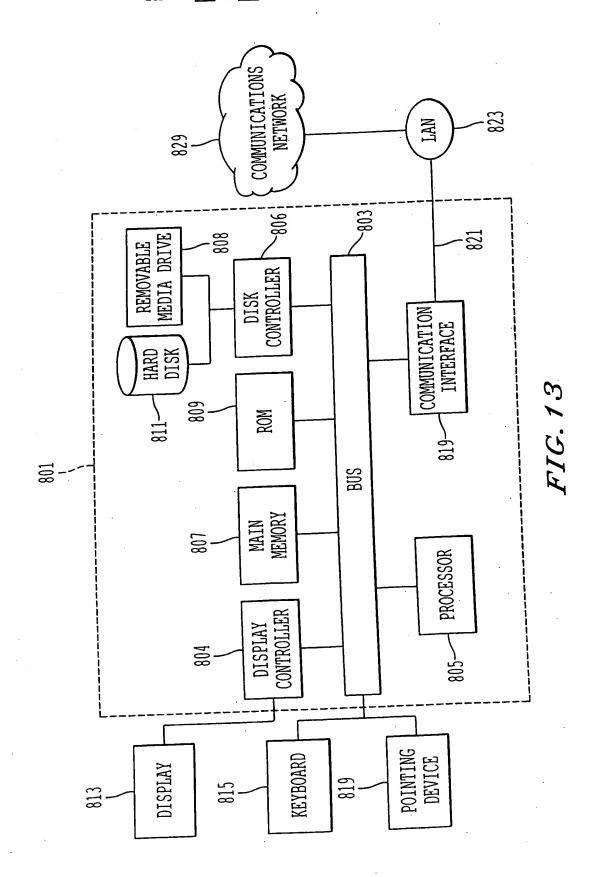
OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET 14 OF 17



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OBLON, SPIVAK, ET AL DOCKET #: 248331US8CONT INV: Chern Hway SEET, et al. SHEET <u>17</u> OF <u>17</u>

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FIG. 14 PRIOR ART